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Broadcasting Mar 14

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Broadcasting **Mar 14**

Networks go a piloting in Hollywood □ NATPE set to open Las Vegas extravaganza □ Nashville's debut □ Foes poised for oral arguments on financial rules

SPRINGTIME IN HOLLYWOOD □ Three networks prepare for fall season as full-scale pilot production gets under way **PAGE 39.**

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EIGHT, PLEASE □ FCC report on international direct broadcast satellite conference to begin in June shows U.S. will ask for eight orbital slots. **PAGE 42.**

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ALL ABOARD □ CBS and NBC join ABC in expanding commercial prime time with two more national minutes and one more local. **PAGE 44.**

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NAB ELECTIONS □ Twelve new members are elected to radio and TV boards. **PAGE 45.**

BRIGHTER FEATHERS □ For the first time since 1978, NBC profits rise. **PAGE 46.**

NATPE CONCLAVE □ Television program executives

gather in Las Vegas for their 20th annual convention with repeal of the financial-interest and syndication rules uppermost on their minds. **PAGE 70.** A rundown of daily activities begins on **PAGE 74.** Too many shows and not enough time periods seem to be the programmers' predicament this year, although many see the marketplace changing dramatically soon. **PAGE 82.** Listing of the nearly 300 exhibitors begins on **PAGE 86.**

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mat combines interviews and viewer call-in segments, performances and taped reports addressing the Nashville entertainment scene.

Yesteryear in Nashville follows with a look at how the country music industry has evolved. Each 30-minute episode focuses on a particular person, company or institution and uses historic film clips or audio tracks to chronicle the history of the chosen topic.

Nashville After Hours then tracks the action at a variety of popular nightspots in the city for 30 minutes each weeknight, beginning at 11:30 p.m.

An interview series, *Offstage*, airs at midnight with host Teddy Bart querying country celebrities.

After a *Nashville Now!* repeat, viewers get a weeknightly 60-minute peek at new-country talent via *Opryland on Stage*, with hosts Danny Gregg and Lisa Foster. Saturday and Sunday programming schedules are structured like the weekday schedule, with each weekend day composed of a six-hour first-run program block at night, 7 p.m. to 1 a.m., with two repeats of each program filling out the day.

The Saturday program block starts off with *Country Sportsman*, a 30-minute program that features host Bobby Lord fishing, singing and chatting with country music entertainers around the country.

The 90-minute *American Sports Calvacade* follows at 7:30 p.m. with coverage of such events as tractor pulls, rodeos, swamp buggy competitions and car races.

That's followed by *Stars of the Grand Ole Opry*, a 60-minute show featuring members of the Grand Ole Opry in concert. The program is hosted by WSM radio personality Chuck Morgan.

Next in the Saturday night lineup is a 60-minute program, *Bobby Bare and Friends*:



Cowboys for a night. Enjoying the launch of the Nashville Network are (l-r): Bill Baker, Group W Chairman; Jim Detwiler, Group W mid-Atlantic accounts manager; and Bob Alter, Cabletelevision Advertising Bureau.

Songwriter Showcase. The show combines interviews between host Bare and his guests as well as performances.

The 30-minute *This week in Nashville* is next at 11 p.m. followed by *Tumbleweed Theater*, a 90-minute classic film segment that wraps up Saturday's first-run program block. *Tumbleweed Theater* will feature such film stars as Gene Autry, Tex Ritter, John Wayne and Roy Rogers.

Sunday's six-hour evening program block starts off with *Performance Plus from Popular Hot Rodding*, a 30-minute program. *Fire on the Mountain* follows at 7:30, featuring bluegrass and mountain music—both new and traditional styles.

Next on the Sunday agenda is a program hosted by Bill Anderson, *Backstage at the Grand Ole Opry*, a 30-minute behind-the-scenes look at performances and performers.

The 60-minute *Gospel Music* follows at 8:30 p.m., hosted each week by a different country singer and one of his gospel-singing guests.

Canadian country artist Tommy Hunter will have his own 60-minute show on TNN, on Sunday from 9:30 to 10:30 p.m. *The Tommy Hunter Show* has been aired on the Canadian Broadcasting Corp. network for the past 18 years.

A further look at the international side of country music is featured in *That's Country*, which focuses on artists from New Zealand and Australia as well as the U.S.

One of the few noncountry-oriented TNN programs wraps up the Sunday evening program block—*Phantom of the Opry*, featuring a series of suspense and horror movies, such as *Killer Bats*, *Invisible Ghost* and *The 39 Steps*. □

Ratings roundup

The record-setting performance of the special *M*A*S*H* finale gave CBS-TV an unstoppable start for the week ended March 6, leading it to a weekly average Nielsen rating of 22.9 and average share of 35—7.3 rating points ahead of ABC-TV and 8.8 ahead of NBC-TV. ABC had a 15.6/24 and NBC a 14.1/22.

*M*A*S*H* set all sorts of records in scoring a 60.3/77 for its two and a half hours (BROADCASTING, March 7). Its rating was almost twice that of the week's second-highest-rated show—*Alice*, which was *M*A*S*H*'s lead-in that evening. In fact, six of the week's programs, totaling nine hours, failed to produce ratings that, combined, could match *M*A*S*H*'s.

Between *Alice* and *M*A*S*H*, CBS won Monday night with a 55.4/71. CBS also won Thursday, Friday and Sunday nights, and ABC took Tuesday, Wednesday and Saturday.

It wasn't a great week for premiering series. ABC had three. *High Performance* turned in the best performance, a 15.4/24 at 8-9 p.m. NYT Wednesday, ahead of CBS's *Seven Brides for Seven Brothers* (13.1/20) but behind NBC's *Real People* (18.5/28). *At Ease* on Friday at 8:30-9 did a 14.8/24, down three share points from its lead-in, *Benson* (16.5/27); together, the two placed second in the hour, losing to CBS's *Dukes of Hazzard* (18.30/30) but beating NBC's *Powers of Matthew Star* (11.4/18). Following *At Ease*, *Renegades*' premiere dropped to 10.8/17, behind both *Dallas* on CBS (23.1/39) and *Knight Rider* on NBC (15.6/24).

ABC's *Tales of a Gold Monkey*, making its first appearance in the Friday 10-11 p.m. period, didn't do well there, producing an 11.2/19 and trailing both CBS's *Falcon Crest* (22.5/38) and NBC's *Remington Steele* (15.1/26).

It wasn't much of a week for series making their second, third or fourth appearances, either—with one stand-out exception. NBC's *A Team* continued to show strength in the Tuesday 8-9 p.m. spot, pulling a 20.4/30, up from 20.2/30 the week before, to take the hour from a Ringling Brothers Circus special on CBS (17.7/26) and *Happy Days* and *La-*

verne and Shirley (identical 14.2/21's) on ABC. But NBC's *Bare Essence*, which follows *A Team*, dropped to 11.9/18 from 14.3/21 the week before. *Mama's Family*, also on NBC, again slipped a rating point, to 15.1/25, and another relatively new NBC entry, *Teachers Only*, declined fractionally to 11.7/20. *Wizards and Warriors*, a CBS limited series in the Saturday 8-9 p.m. period, did a 12.6/22 after premiering at 13.2/22 the week before.

The week left three season-to-date standings: CBS 18.5/29, 17.5/27, and NBC 15.5/24. It was CBS's fifth weekly win; ABC has won four weeks, NBC three.

NBC-TV announced last week it has renewed its half-hour comedy *Cheers*, for the 1983-84 season, bringing to three the number of renewals for next year. Also returning are *Hill Street Blues* and *Real People*.

The First 20

1.	<i>M*A*S*H</i> (final episode)	CBS 60.3/77
2.	<i>Alice</i>	CBS 30.7/41
3.	<i>60 Minutes</i>	CBS 26.2/41
4.	<i>Dallas</i>	CBS 25.1/39
5.	<i>Falcon Crest</i>	CBS 22.5/38
6.	<i>Dynasty</i>	ABC 22.5/37
7.	<i>Three's Company</i>	ABC 22.0/33
8.	<i>Simon & Simon</i>	CBS 21.5/32
9.	<i>Jeffersons</i>	CBS 21.0/31
10.	<i>Fantasy Island</i>	ABC 20.7/37
11.	<i>Hill Street Blues</i>	NBC 20.6/34
12.	<i>Fall Guy</i>	ABC 20.4/31
13.	<i>9 to 5</i>	ABC 20.4/31
14.	<i>A Team</i>	NBC 20.4/30
15.	<i>Love Boat</i>	ABC 20.3/34
16.	<i>Knots Landing</i>	CBS 20.2/33
17.	<i>One Day at a Time</i>	NBC 20.2/30
18.	<i>Magnum P.I.</i>	NBC 19.9/30
19.	<i>ABC Sunday Night Movie—Baby Sister</i>	ABC 19.2/30
20.	<i>Hart to Hart</i>	ABC 19.0/33

The Final Five

62.	<i>Voyagers</i>	NBC 11.1/17
63.	<i>Renegades</i>	ABC 10.8/17
64.	<i>NBC Monday Night Movie—The Night the Bridge Fell Down</i>	NBC 8.1/10
65.	<i>ABC Monday Night Movie—"American Gigolo"</i>	ABC 7.7/10
66.	<i>NBC Reports—Labor/Promised Land</i>	NBC 6.2/11

ARF's object: out to improve advertising's image

Role of research in effective advertising is centerpiece of three-day conference, attended by 2,000; believability and likeability in ad copy stressed

The need to develop improved advertising research in the years ahead as societal changes occur, and as media choices become extended and audiences become splintered, was explored last week during the 29th annual conference of the Advertising Research Foundation.

Approximately 2,000 research and media executives assembled at the New York Hilton last Tuesday and Wednesday (March 8-9) to hear a group of speakers who discussed cable television, the image of advertising, the shifting marketplace in the 1980's, segmentation techniques in television research, copy testing and political advertising research.

In the keynote speech, John S. Bowen, president and chief executive officer of Benton & Bowles and board chairman of the American Association of Advertising Agencies, called on advertising researchers to help dispel a notion among consumers that advertising is not informative, credible and entertaining. He cited the result of several studies concluding that the public has a low opinion of advertising in general.

As part of a five-point program to improve advertising's image, Bowen urged researchers to help the creative output through improved testing of copy for believability and likeability. He also urged the advertising industry to develop films, articles, speeches and advertising to depict what the field does and how it does it; organize a group of outstanding presenters to bring advertising's case to the public; establish a public relations campaign to coordinate and execute the program, and measure the progress over a period of time through a tracking study.

"Research has been a key in revealing a compelling need, pinpointing the parameters of the problem and in helping toward the solution," Bowen said. "Research will be essential in measuring our ability to determine if we're turning things around."

Sonia Yuspeh, senior vice president, research and planning, J. Walter Thompson U.S.A., and Tom Hall, senior vice president and creative director for JWT, gave a report on the Cablesnap, an interactive shopping information service that has been tested in Peabody, Mass., for the past year. It is owned and operated by Adams-Russell, an independent multiple system cable owner. The test was co-sponsored with JWT.

Yuspeh and Hall explained that Cablesnap broadcasts three to eight-minute commer-

cials, 24 hours a day, which the subscriber can watch as aired, or telephone a request for a specific spot. Continuing research, they said, shows that many consumers will choose to watch television commercials, provided they are useful and entertaining and viewers can choose when they wish to view them; viewer attitudes toward the sponsors of the programs changed from negative to positive, and there were clear indications of marketplace action—either a request for more information, store traffic or an actual sales response.

The presenters also said that Adams-Russell plans to extend Cablesnap to other cities this year and has made arrangements with cable systems in Boston, Chicago, Los Angeles and Atlanta.

Alan Wurtzel, director, news, developmental and social research, ABC Inc., stressed the need to venture beyond demographics in television research to include psychographic segmentation techniques. He explained that by segmentation he meant the classification of individuals into different groups according to some fundamental psychological characteristics or attributes.

After considerable research, he said, the audience was divided into eight cluster groups to define people in psychological terms. The eight groups were labeled "family oriented, organized participants, community leaders, other directed traditionalist, rigid and resistant, alienated, aimless and dissatisfied and liberal cosmopolitans."

Through random telephone sampling of 1,000 individuals on each project, he said, ABC for the past 18 months has conducted segmentation research to profile viewers for various dayparts, to profile various program audiences for sales and marketing purposes and to conduct research into the new technology.

Samuel Ehrenhalt, Regional Commissioner of Labor Statistics, U.S. Department of Labor, cited the numerous changes in the past decade that have affected various aspects of life style and the workplace and have implications for advertising and research. He pointed to the emergence of a service-oriented economy; the increased penetration of women and minorities into the traditional white male world of more upscale jobs; the increase in education of the work force, and the better educated workers of the baby boom generation. He predicted that these trends will continue through the 1980's.

Barbara Feigen, senior vice president and director of marketing and research, Grey Advertising, said that the traditional copy testing, consisting of recall, main idea playback and persuasion, is not sufficient. She reported that, for more than a year, Grey has gone beyond conventional copy testing and is using what it calls Brand Character Pre-Search. This technique, she said, involves research to determine the competitive distinctiveness of a brand; its consistency with the brand's history and heritage, and its abil-

ity to appeal to the emotional aspirations of the target through the image it projects for the brand. □

Retail records

Local retail television advertising grew by 14% to \$2,578,302,500 in 1982, according to the Television Bureau of Advertising.

Citing figures compiled by Broadcast Advertisers Reports, TVB said the largest category percentage gain was achieved by personal services (beauty shops, photo studios, legal services, etc.), which climbed by 53% to \$20,367,700. Other substantial advances were posted by retail services, up 24%; public utilities and fuel dealers, up 17%; local media, up 19% and drug and food stores and automotive, both up 14%.

McDonald's Corp. with \$94.1 million, was the top local advertiser, followed by PepsiCo Inc. (Pizza Hut and Taco Bell), \$34 million and General Mills Inc. (Red Lobster Inns), \$32.9 million.

TVB noted that most co-op ad activity is credited by BAR to manufacturers and is not included in the reported information.

The top 25 local retail advertisers follow:

	1982	% chg.
1. McDonald's	\$ 94,148,400	+25
2. PepsiCo (Pizza Hut, Taco Bell)	34,027,000	+39
3. General Mills (Red Lobster Inns)	32,920,200	+7
4. Pillsbury (Burger King)	31,951,100	+51
5. Federated Department Stores	24,446,900	+24
6. American Stores	20,863,300	+5
7. Jerrico (Long John Silver's)	20,807,900	+1
8. Dayton-Hudson Corp.	19,271,100	+18
9. Safeway Stores	18,867,300	-4
10. Wendy's International	18,035,100	+14
11. Gulf + Western Industries	17,977,500	+2
12. Lucky Stores	16,817,700	+38
13. Imasco Ltd. (Hardee's, Burger Chef)	16,170,900	+10
14. R.J. Reynolds (Kentucky Fried Chicken)	15,687,000	-1
15. BAT Industries	15,045,000	+99
16. Kroger Co.	14,672,500	+16
17. F.W. Woolworth	14,579,600	+33
18. Cotter & Co. (True Value Hardware)	14,122,500	+9
19. J.C. Penney	14,048,600	+23
20. Sears, Roebuck	13,812,400	+24
21. Winn Dixie Stores	13,789,500	+16
22. MGM/UA Entertainment	13,035,500	+16
23. Aamco Industries	12,878,800	+23
24. Jack Eckerd Corp.	12,374,500	+37
25. Mobil Corp. (Montgomery Ward)	11,175,200	-52

AM actions

- KLOC (920 khz) Ceres, Calif.—Granted CP to change hours of operation to unlimited by adding night service with 2.5 kw; install DA-2; major environmental action under section 1.1305. Action Feb. 17.
- KBLC (840 khz) Lakeport, Calif.—Granted CP to change hours of operation to unlimited, by adding night service with 500 kw; increase day power to 1 kw; change frequency to 840 khz, and make changes in ant. sys. Action Feb. 24.
- KGO (810 khz) San Francisco, Calif.—Granted CP to add MEOV's to directional antenna pattern. Action Feb. 23.
- KHOW (630 khz) Denver—Granted modification of CP (BP-20940, as mod.) for additional augmentation of daytime and nighttime antenna patterns. Action Feb. 23.
- WPUL (1130 khz) Bartow, Fla.—Granted CP to change hours of operation to unlimited by adding night service with 500 w, DA-N and make changes in ant. sys. Action Feb. 17.
- WKIZ (1500 khz) Cocoa, Fla.—Granted CP (BP21175) to add augmentation to standard modified pattern. Action Feb. 24.
- KDEC (1200 khz) Decorah, Iowa—Granted CP to change frequency to 1200 khz; increase nightpower to 1 kw; change TL; change from non directional to DA-2; go from share time operation to separate full time operation; make changes in ant. sys. Major environmental action under section 1.1305.
- WSVL (1520 khz) Shelbyville, Ind.—Granted CP to modify standard directional antenna pattern. Action Feb. 24.
- WATT (1240 khz) Cadillac, Mich.—Granted CP to increase radiator height to 297 ft. Action Feb. 24.
- KVEG (1400 khz) North Las Vegas—Granted (BP781103AL ad mod) to increase antenna power. Action Feb. 8.
- WKIX (850 khz) Raleigh, N.C.—Granted modification of CP (BP-820217AS) to increase day power to 50 kw and install DA-2. Action Feb. 17.
- KBMR (1130 khz) Bismarck, N.D.—Granted MP (BP21160 as mod) to change TL. Action Feb. 24.
- WCGB (1050 khz) Juana Diaz, P.R.—Granted CP to change hours of operation to unlimited by adding night service with 500 w; increase day power to 5 kw and make changes in ant. sys. Action Feb. 17.
- WTNB (560 khz) Brentwood, Tenn.—Granted MP (BP800307AE) to change TL contingent upon grant of BAP-820527ER. Action Feb. 18.

In contest

FCC actions

- FCC granted 1981 license renewal application of WAVY Television Inc., for WAVY-TV Portsmouth, Va., and denied objections by Media Forum of Tidewater and National Black Media Coalition that WAVY had made alleged misrepresentations to FCC and other federal agencies; violated EEO policies and practiced racial discrimination in the staffing, working conditions, scheduling and content of black-oriented programming. Action Feb. 17.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

*Special temporary authorization

**Includes off-air licenses

Cable TV actions

- Suburban Cablevision granted STA for construction and operation of cable service on New Jersey Interconnect. Authorization expires May 18, 1983. Action Feb. 22.

Other

- Video and audio tape recordings of FCC open meetings, FCC tutorials and other FCC open sessions will be available to public only from private contractor, The Prism Corp., on payment of appropriate fees, beginning with oral presentations to be held before FCC March 14. Ann. March 4.

Call letters

Applications

Call	Sought by
New AM's	
KYXE	Tri-Co., Seiah, Wash.
KRMW	Rifle Broadcast Co., Silt, Colo.
New FM's	
WCIK	Area Youth for Christ Radio, Bath, N.Y.
New TV's	
WJPR	Lynchburg Tele-vision Associates Ltd., Lynchburg, Va.
WTJP	Sterling Associates, Ltd., Gadsden, Ala.
Existing AM's	
WQTK	WKZY St. Johns, Mich.
WRNX	WEEK Easton, Pa.
WBGB	WHTZ Mt. Dora, Fla.
WRHD	WRCN Riverhead, N.Y.
WOCA	WWKE Ocala, Fla.
KABS	KADL Pine Bluff, Ark.
Existing FM's	
WJYW	WLCF Southport, N.C.
WTJY	WEEE Taylorville, Ill.
WKCA	WGCI Owingsville, Ky.
WTGQ	WKBP Cairo, Ga.

Grants

Call	Assigned to
New AM's	
WLPD	Mid-America Broadcasting Co., Mishawaka, Ind.
New FM's	
KEJA	South Dakota State University, Garden City, S.D.
WDCL	Western Kentucky University, Somerset, Ky.
WDNE-FM	Marja Broadcasting Corp., Elkins, W. Va.
WJRO	Jim Johnson Enterprises Inc. Williston, Fla.
WBHA	Louis G. Gregory Baha'i Institute, Hemingway, S.C.
WSID	Broadcast Facilities Co., Sidney, N.Y.
WXDU	Duke University, Durham, N.C.
KKBS	Panhandle Communications Inc., Guymon, Okla.
New TV's	
WPAN	Fort Walton Beach Broadcasting Corp., Fort Walton Beach, Fla.
Existing AM's	
WWMG	WBIC New Bern, N.C.
WTOQ	WSWW Platteville, Wis.
Existing FM's	
KQBC	KOKL-FM Okmulgee, Okla.
WYKX	WFNN Escanaba, Mich.
WCLZ	WKXA-FM Brunswick, Me.
WMGF	WFMF Milwaukee
WJYF	WWCG La Grange, Ga.
WZEW	WHSP Fairhope, Ala.
KMML	KYTX-FM Amarillo, Tex.
KGKL-FM	KSJT San Angelo, Tex.
KCMG	KBCN Anchorage, Alaska